GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

Public Services - HM&FW Department – Change of nomenclature of Health Educator (General) as Deputy Health Education Officer (General) in Health, Medical & Family Welfare Department – Orders – Issued.

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HEALTH, MEDICAL AND FAMILY WELFARE (E1) DEPARTMENT

G.O.MS.No. 64

Dated: 03-06-2025

Read the following:

1.G.O.Ms.No.281, HM&FW (J1) Department, Dated:21.07.1998.
2.G.O.Ms.No.482, HM&FW (J1) Department, Dated:09.09.2005.
3.From the Director of PH&FW, A.P., Vijayawada, Lr.Rc.No.1994 /E4.C.2020, Dated:23.10.2020 and subsequent reports received through e-file 1281071.
4.Govt.Memo.No.1281071/E.I/2024, Dated:22.01.2025.
5.From the Director of Public Health & Family Welfare, A.P.,Vijayawada, Lr.Rc.No.1994/E4.C.2025, Dated:31.01.2025.

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O R D E R :

In the letters 3rd and 5th read above, the Director of Public Health & Family Welfare, A.P., Vijayawada has furnished a proposal to Government stating that the nature of duties and responsibilities of Health Educator (General) are to motivate the general public through film shows, audio visual programs, folk media providing feedback and extensive interaction with the Departments i.e., Municipal Administration, Education and Women &Child Welfare Department. It is a crucial and difficult role of Health Educator emerges for eradication and curb the traditional sentiments and to motivate the rural and tribal people towards a Health tomorrow and also decreasing IMR and MMR conducting various meeting and training programs and publicize various national and state programs and also plays a crucial role in IEC & BCC. The Health Educator handles IEC for distribution and for rational display to the public in order to create awareness among the people towards positive health behavior. Health Educator conducts case study in poor in performing area by suitable community diagnostic tools which explores the plan of action to be chalked out for maximum utilization of services for improvement of health status of that particular area. Further the post of Health Educator (General) are stationed at the SHEB, O/o DPH&FW, DM&HOs, SHCs/PHCs and MPHW Training Schools, RHCs and Teaching Hospitals (REHs) under NPCB. Hence, the DPH&FW has requested the Government to change the nomenclature of the Health Educator (General) as Deputy Health Education Officer (General) by giving Gazetted Status with their own pay scales.

2. After careful examination of the proposal of the Director of Public Health & Family Welfare, A.P., Vijayawada, Government, hereby order to change the nomenclature of Health Educator (General) as Deputy Health Education Officer (General) in Health, Medical & Family Welfare Department.

3. The Director of Public, Health & Family Welfare, A.P., Vijayawada, shall take further

necessary action in the matter.

4. This order issues with the concurrence of Finance (HR.VI-PC&TA) Department vide their U.O.No.FIN01-HR0PCTA(RPRC)/77/2021-PC-TA (Computer No.1497399), dated:30.05.2025.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

M T KRISHNA BABU
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
The Director of Public Health & Family Welfare, A.P., Vijayawada.

Copy to:
The Commissioner, Health & Family Welfare, A.P., Mangalagiri, Guntur District.
The Director of Medical Education, A.P., Vijayawada.
The Director of Secondary Health, Tadepalli, Guntur District.
The Accountant General, A.P., Vijayawada.
The Director of Treasuries & Accounts, A.P, Mangalagiri, Guntur District.
The Finance (HR.VI-PC&TA) Department.
The President and others, A.P. Government Health Educator & Media Officers Association, Amaravati, Guntur District.
The State President, A.P.State Health Educators Service & Welfare Association, Amaravati.
PS to Prl. Secy. to CM
OSD to Minister (HFW&ME)
P.S to Spl.CS, HM&FW Department.
PS to Secy., HM&FW Department.
Sf/Sc (1281071)

//FORWARDED::BY ORDER//

SECTION OFFICER